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### **For Immediate Release**

## **Ruff Wear Announces Appointment of Outdoor Concept as its Czech Distributor**

Bend, Ore., USA (January 3, 2012) - Ruff Wear, the leader in performance dog gear, is pleased to announce it has appointed Outdoor Concept as the exclusive distributor of Ruff Wear products in the Czech Republic and Slovakia.

"We are pleased to be working with Outdoor Concept to bring Ruff Wear Performance Dog Gear to the Czech Republic and Slovakia. Outdoor Concept is the market leader in outdoor, both as a retailer –through their 19 Rock Point stores –and distributor, and has a great portfolio of premium, complementary brands. Outdoor Concept understands and supports Ruff Wear's mission of building performance product to enhance and inspire outdoor adventures for dogs and their human companions. We look forward to a successful partnership between Ruff Wear and Outdoor Concept," says Ruff Wear Director of Sales, Dove Gibson.

### **About Ruff Wear**

Ruff Wear's mission is to build performance product to enhance and inspire outdoor adventures for dogs and their human companions. Ruff Wear encourages an active lifestyle for everyone with a four-legged friend - stay fit, healthy, and happy - on a trail run, a day hike, or multi-day backcountry adventure. Our Performance Dog Gear™ combines technology, quality, fit, function, and safety to meet the needs of active and adventurous canines and their humans.

Ruff Wear is committed to preserving open lands and waterways, providing important habitat for wildlife and recreational opportunities for humans and canines. Ruff Wear partners with The Conservation Alliance to protect these special places so important to us. Additionally, Ruff Wear works with regional grass roots organizations, giving back to the community, and creating opportunities to strengthen the bond between humans and their dogs.

Ruff Wear was named to *Outside* magazine's ([www.outsideonline.com](http://www.outsideonline.com)) third annual "Best Places to Work" list in April 2010. In addition, Ruff Wear was recognized as one of the "100 Best Green Companies to Work For in Oregon" in June 2009.

Based in Bend, Oregon, Ruff Wear sells their products through specialty pet and outdoor retailers worldwide, as well as [www.ruffwear.com](http://www.ruffwear.com). Find Ruff Wear on Facebook, [www.facebook.com/ruffwear](http://www.facebook.com/ruffwear) and on their Dog Blog, <http://dogblog.ruffwear.net>.

**About Outdoor Concept:**

Outdoor Concept a.s. is a leading distributor of premium outdoor brands in Central and Eastern Europe. Its sister company Rock Point, with 19 stores, is also the Czech Republic's largest outdoor retailer. Outdoor Concept distributes some of the biggest names in the outdoor world, including Keen, Lowe Alpine, Smartwool, Osprey, Garmont, Mountain Hardwear, Julbo, and Tatonka. In addition, they make their own brand of outdoor gear (Hannah), and manage seven monobrand Hannah stores, as well as Keen's concept stores in the Czech Republic.

Outdoor Concept's success is the result of a dedicated focus on providing high quality products and superior customer service, and building long-term relationships with customers, suppliers and employees. For further information, please visit their website at: [www.outdoorconcept.cz/en](http://www.outdoorconcept.cz/en) or [www.rockpoint.cz](http://www.rockpoint.cz)

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